GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

STARRED QUESTION NO:301
ANSWERED ON:15.04.2002
CLOSURE OF TOURISM OFFICES ABROAD
CHINTAMAN NAVSHA WANAGA;SURESH RAMRAO JADHAV (PATIL)

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) the details of Indian tourism promotion offices functioning abroad at present, location-wise;

(b) whether the Government have taken any decision to shut down some of these offices;

(c) if so, the details and the reasons therefor;

(d) the number of employees working in these offices category-wise;

(e) the number of tourists visited India from those countries during the last three years; and

(f) the measures proposed by the Government to attract more foreign tourists?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a) to (f): A Statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO PART (a) to (f) OF LOK SABHA STARRED QUESTION NO.+ 301 TO BE ANSWERED ON 15.4.200
REGARDING CLOSURE OF TOURISM OFFICES ABROAD

(a) Statement showing the details of Indian tourism promotion offices functioning abroad at present, location-wise is enclosed at Annexure-I

(b) Yes, Sir.

(c) A Committee under the Chairmanship of Director General(Tourism) was constituted to review the India Tourism Offices abroad and suggest restructuring. The Committee analysed the flow of international tourists to India from different regions/countries. It recommended the closure of the offices at Moscow, Buenos Aires, Madrid, Tel Aviv and Stockholm because the flow of tourists from the countries under the purview of these offices is not significant and the expenditure being incurred on these offices is not commensurate with the advantages offered by them. It recommended that marketing and promotional activities in these countries could be undertaken through alternative methods and techniques thereby reducing the non plan expenditure of the Department on account of these offices. This recommendation was considered and accepted.

(d) Statement showing category wise no. of employees working in all the offices including the Moscow, Buenos Aires, Tel Aviv, Madrid and Stockholm offices which have been decided to be closed down is enclosed at Annexure II.

(e) Statement showing the number of tourists who visited India from those countries during the last three years is enclosed at Annexure-II.

(f) The measures proposed by the Government to increase inflow of foreign tourists include the following:-

1. Positioning and maintaining tourism development as a national priority activity.

2. Enhancing and maintaining the competitiveness of India as a tourism destination;

3. Thrust on product improvement by integrated development of new circuits and creation of world class infrastructure.

4. Special thrust to rural and agro tourism;

5. Internet Marketing and net advertising campaign.
6. Attracting tourists from South Asia and South East Asia in view of prevailing international economic and political milieu as a part of reorientation of marketing strategy towards `Look East` policy.

7 Pursuing enhanced air connectivity.

8. Redesigning & revamping website www.tourismofindia.com

9. Attention to civilisational issues and issues pertaining to civic administration and good governance.
10. Organising promotions, seminars film shows and workshops for various levels of staff in the travel industry and potential tourists for creating general awareness among the trade and consumer about the India tourism product and its rich cultural and spiritual heritage.
11. Organising joint destination promotions with various airlines flying to India including Air India.
12. Participation in travel shows, travel marts and reinforcing the message that India is a safe and secure destination.
13. Formulation and implementation of aggressive advertising and publicity campaigns responsive to specific market needs.
14. Production of destination films and other promotional materials, including audio visuals, television presentation programmes, posters, brochures, folders, leaflets, etc. and
15. Utilising Indian missions abroad in tourism promotion.

The department will strive to ensure that the tourist coming to India gets physicallyinvigorated mentally rejuvenated, culturally enriched and spiritually elevated and on return to his country, he feels India within him.

ANNEXURE-I IN REPLY TO PART (a) OF LOKSABHA STARRED QUESTIONNO. +301 ANSWERED ON 15.4.2002 REGARDING CLOSURE OF TOURISM PROMOTION OFFICES ABROAD.

S.No Name of the Office Country

1 Sydney Australia
2 Singapore Singapore
3 Frankfurt Germany
4 Paris France
5 Moscow Russia
6 Amsterdam The Netherlands
7 Milan Italy
8 Madrid Spain
9 Stockholm Sweden
10 Tel Aviv Israel
11 New York United States of America
12 Los Angeles United States of America
13 Buenos Aires Argentina
14 Toronto Canada
15 Dubai United Arab Emirates
16 Johannesburg South Africa
17 Tokyo Japan
18 London United Kingdom

ANNEXURE IN REPLY TO PART (d) OF LOK SABHA STARRED QUESTION 301 ANSWERED ON 15.4.2002 REGARDIN(CLOSURE OF TOURISM PROMOTION OFFICES ABROAD.

S. No. Name of the office Categories

`A` `B` `C` Local Based

1. Buenos Aires 1 - - 1

2. Tel Aviv - 1 - 1

3. Stockholm - 1 - 1

4. Madrid - 1 - 1
5 Sydney 1 1 1
6 Singapore 1 1 2
7 Frankfurt 1 2 2
8 Moscow 1 - - 1

9. Paris 1 1 1 1
10 Amsterdam 1 - 1 1
11 Milan 1 1
12 London 1 1 1 3
13 New York 1 1 1 4
14 Los Angeles 1 1 - 3
15 Toronto 1 - 1 -
16 Dubai 1 1 3
17 Johannesburg 1 - - 1
18 Tokyo 1 1 2

ANNEXURE IN REPLY TO PART (e) OF LOK SABHA STARRED QUESTION 301 ANSWERED ON 15.4.2002 REGARDIN(CLOSURE OF TOURISM PROMOTION OFFICES ABROAD.

S. NO. NAME OF THE OFFICE NAME OF THE COUNTRY 1998-99 99-2000 2000-2001

1. BUENOS AIRES Argentina 464 3094 2906

2. STOCKHOLM Sweden 22738 14717 14446

3. TEL AVIV Israel 23417 25631 28774
4 MOSCOW Russia 34620 35988 24831

5. MADRID Spain 23688 26050 23073